PROGRAM:	Audio/Visual Technologies

PROGRAM CIP CODE:	10.0200

DESCRIPTION: The **Audio/Visual Technologies** program is designed to prepare students to apply technical knowledge and skill in the:

- Writing, directing, production and performance of broadcast journalism for television.
- Communication of dramatic information, ideas, moods and feelings through the making, producing and editing of films and video.
- Production of sound recording as finished products or as components of film/video, broadcast, live or mixed media productions.

As well as prepare students for employment in various positions within the Radio, TV, and Film industries such as Animator, Assignment Editor, Assistant Editor, Audio Technician, Camera operator, Camera Assistant, Composer, Digital Production Manager, DJ, FCP Editor, Field Mixer/Audio Engineer, Field Producer, Grip, Gaffer, HD Camera Operator, News Director, News Producer, News Reporter, Production Assistant, Production Coordinator, Prop Master, Scriptwriter, Soundmixer, Special Effects/Make-up Artist, Storyboard Artist, Videographer, Writer and/or postsecondary education related to the fields of Electronic Journalism, Interactive Digital Media and Radio/Audio Technologies.

An integrated approach of teaching and learning is provided as students enhance their technical knowledge and skills that are associated with functions within Audio/Visual Technologies occupations. In addition to the occupation related skills, students completing this program will develop advanced critical thinking, applied academics, interpersonal relations, life management, business, economic and leadership skills required for the 21st century workplace.

The Audio/Visual Technologies program consists of a core curriculum and three areas of specialization for a student to choose from: Option A) Electronic Journalism, Option B) Interactive Digital Media, and/or Option C) Radio/Audio Technologies. The program uses a delivery system made up of four integral parts: formal/technical instruction, experiential learning, supervised occupational experience and the Career and Technical Student Organization, SkillsUSA.

RECOMMENDED PROGRAM SEQUENCE OF COURSES:

Career Preparation
The following describes the recommended sequence of courses developed from industry-validated skills necessary for initial employment or continued related education. All the Career Preparation state-designated Audio/Visual Technologies standards are addressed in this instructional sequence.

10.0200.10 **Audio/Visual Technologies Fundamentals:** This course prepares the students to apply technical knowledge and skills in the production of Audio/Visual Technologies programs and related operations. Included in the core curriculum is basic instruction in sound, lighting and camera operation/maintenance, power feed control, studio operations, production preparation, sound/video editing, broadcast engineering, related computer applications, and specialized applications such as news, entertainment, live talk, sports, commercials, PSA's, documentaries and short films/animations.

-and-

One of the following Career Preparation courses (.20, .30 or .40) will be included as part of the instructional sequence for this program:

Option A
10.0200.20 **Electronic Journalism:** This course offers the students advanced skill and knowledge to write broadcast media, produce, direct and perform a television broadcast. (This code is appropriate for courses that are producing school announcements and/or weekly news/magazine shows.)

-or-

Option B
10.0200.30 **Interactive Digital Media:** This course offers the students advanced skills and knowledge to produce and edit digital images and video/animation, develop interactive media, manage digital media and provide instruction for below-the-line film occupations. (This code is appropriate for courses that are producing music videos, short films/animation and documentary pieces.)

-or-

<u>Option C</u>

10.0200.40   **Radio/Audio Technologies:** This course offers the students advanced skill and knowledge to write, produce, direct and perform a radio broadcast as well as to produce sound recordings, digitize/mix/edit audio and the development of sound effects. (This code is appropriate for courses that are producing daily radio broadcasts and/or providing audio services to the community and/or school EJ or IDM courses.)

  And program may elect to add:

10.0200.75   **Audio/Visual Technologies - Internship:** This course provides CTE students an opportunity to engage in learning through participation in a structured work experience that can be either paid or unpaid and does not necessarily require classroom instruction that involves the application of previously developed Audio/Visual Technologies knowledge and skills.

  -or-

10.0200.80   **Audio/Visual Technologies - Cooperative Education:** This course utilizes a cooperative education methodology to combine school-based and supervised work-based learning experiences directly related to the standards identified for the Audio/Visual Technologies program.

TEACHER CERTIFICATION REQUIREMENTS FOR THE AUDIO/VISUAL TECHNOLOGIES PROGRAM		
CAREER PREPARATION: The instructor must be CTE certified according to the following table		
Audio/Visual Technologies	CERTIFICATES	
	Types: PCTI, SCTI	
Note:		
Audio/Visual Technologies, 10.0200.70 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN).		
Teacher/Coordinator **10.0200.75** is not required to have a Cooperative Education Endorsement (CEN).		
Teacher/Coordinator **10.0200.80** is required to have a Cooperative Education Endorsement (CEN).		

CERTIFICATE ABBREVIATIONS FOR THE AUDIO/VISUAL TECHNOLOGIES PROGRAM	
Certificate Types	
PCTI	Provisional Career and Technical Education Industrial Technology
SCTI	Standard Career and Technical Education Industrial Technology